INFORMATION TECHNOLOGIES
AND LAYERS OF VIRTUAL IDENTITY

Yury Shaev[1]

[1]Assosiated professor, Pyatigorsk State Linguistic University, Russian Federation, existentia20065@yandex.ru

Abstract

The development of modern information technology to society posed new questions and actualized many problems. One of the major problems associated with the development of information technology is the problem of human identity and its transformation in the situation of human presence in the virtual space. Fragmentation of the human "I", about which wrote the postmodernists and representatives of other contemporary philosophical trends, acquires special contours due to the fact that modern man spends the most of the time not in the real world but in the virtual space.

Under these conditions, human identity can be complicated and acquire a structure consisting of several layers that overlap. Some of these layers may be substituted for other fully or partially. The identity of modern man becomes complex and multifaceted phenomenon. In the virtual space, people can design components of their identity. In this situation, appears the effects of updated virtual identity: "the effect of social expectations", "substitution effect identification", "compensation effect". The study of these effects from the standpoint of the philosophy of the sign may help us to understand the complicated nature of multi-layered social identity of modern man. Semiotic study of the features of virtual identity uses the pragmatist semiotic methodology, which considers as a sign of a wide range of phenomena of natural and social dimensions of reality. The human person in this approach appears as a complex system of interrelated semiotic levels. This approach allows us to represent the process of identity formation as a complex process of social semiosis. This problematic gets more and more important, in the situation of new development of philosophical and humanities studies in general, and pays more attention to the various heterogeneous layers of existence. The study of the layers of virtual identity appears as a problem of the ontological order. .

Keywords: virtual space, identity, reality, information technologies, semiotic, layers, human "I".